

Daily Deliveries Are Made Free to All Nearby Summer Resorts

# ROTHENBERG AND CO

WEST 14<sup>TH</sup> STREET

### The Limit of Value-Giving Surely Reached in this Sale of Men's 50c & 75c Sample Underwear at 29c

Broken assortments of sample and 2 piece suits, salesmen's road samples and other lots, consisting of fine quality silk with silk stripes, silk finished Balbriggan in flat or ribbed garments and some athletic shirts. Shirts have long or short sleeves, drawers double seated, best of finish; colors are white, pink, blue or ecru; all sizes. On sale Friday, at garment.....

**Boys' Balbriggan Underwear**—Shirts with collarless necks and short sleeves; drawers knee length; also children's gause vests and pants; well made and ready finished; all sizes; 19c. **Women's Linen-Finished Underwear**—Shaped or straight ribbed vests, high necks, short sleeves; also low necks with wing sleeves or sleeveless; plain or lace yokes; pants lace trimmed; regular and extra sizes; value 19c.

**New, Fresh Lot of Men's 50c and 75c Sample Negligees**—Shirts, Friday at 35c.

Made from fine grades percale and printed madras; plain or plaid bosom; cuffs attached; also soft collar attached; shirts in assorted patterns; light or dark effects; cut full size and guaranteed perfect fitting; sizes 14 to 17; 3 for \$1, or each.....

**Men's Silk Socks**—Black, tan, halitrop, green, garnet, navy, gray, cadet blue and others; seamless, double heel and toe; all sizes; special, 12c. **Women's Silk Stockings**—Black, tan and white, with 6-inch top, triple heels 29c.

**Be Here When Our Doors Open Friday To Get Your Share of These Boys' Norfolk Wool Suits at \$1**

ONLY 225 SUITS in this lot—but the most sensational bargain event of the year. YOU MUST be here early if you want your share. Doors open promptly at 8:30 A. M. There are Double-Breasted Knicker Suits or Norfolk Suits, sizes according to style, to 18 years. None C. O. D. and no mail orders—only two suits to a customer. On sale to-morrow at.....

**Boys' Blue Serge Confirmation Suits at 1.98**

Double-breasted Knicker suits; navy blue serge or mixtures; sizes 12 to 18 years. Norfolk suits, navy blue serge or mixtures; sizes 7 to 12 years. Also Russian suits or refiners; sizes 8 to 12 years. Full orders filled; sale price.....

**Stupendous Friday Sale of 5,000 Women's and Misses' White Serge and Crisp Summer Dresses**

5,000 Handsome \$5, \$6 and \$7 French Serge, Pique, Allover Eyelet Embroidered and Lingerie Dresses in This Sale at \$2.98 Each

There are all wool French serge dresses in WHITE, navy, black and brown; also allover embroidered lingerie, handsome piques with allover embroidered bodice. The very newest styles—pretty lace collars, turnback cuffs finished with scalloped embroidery. Sizes 14 to 18 years for misses and 32 to 44 bust for ladies; all new, fresh stock. On sale Friday at.....

**Another Remarkable Bargain Offering Full Length Sample Silk Taffeta and Blue or Black Serge, Mohair and Mixture Coats, \$6 to \$8 Values, at 3.98**

The taffeta silks come in black with heavy macrame lace or black silk braided collars—in sizes 32 to 46. The serge coats have black and white collars and cuffs—or plain tailored—fitting models in sizes 32 to 46 bust, including sizes for misses 14 to 18 years.....

**1000 Handsome Juniors' and Misses' Linene Dresses at \$1.00**

Over a score of snappy, new models—one a most effective garment with inlaid lace square sailor collar, similarly trimmed elbow length, turn-back sleeves and cross-over revers; high girde skirt effect—buttoning down front; sizes 13 to 18 years; on sale Friday at.....

**A Most Important Sale of Women's Guaranteed \$2.50 Summer Footwear Friday at \$1.55**

A WELL KNOWN high-grade make—the name of which we promised not to use—but YOU'LL KNOW them when you see the trademark—and be glad you came. All have NO SLIP heel lining, in sizes 2½ to 7; choice of Pumps and Sandals in Tan Russian Calf, black satin, patent leather or dull kid—the sale price is.....

**Special Flag Outfit Offering \$1.00**

Consisting of flag pole and pole bracket; flags are made of sewed stripe cotton bunting, 4 ft. wide and 7 ft. long; complete with pole and bracket; at.....

**Lace Bed Sets, 2.66**  
100 French net bed sets, with Renaissance centre piece, Resemblance of a inserting, 6 to 8 ft cover to match. 2.66

**Curtain Scrim \$2.50**  
Printed on both sides alike; Fleur-de-lis and scroll pattern; borders on both sides; in white, brown and grey grounds; red, green and blue figures (limits 20 yards); at 51c

**\$2.00 Linen Couch Covers, 1.24**  
100 genuine linen full 5 yards long and 34 in. wide; all lined; imported from Belgium; guaranteed color; best of effects; Friday Bargain Sale price.....

### Ostrich Feather Trimmed Hats, \$1.98



Double brim black top with white ostrich feathers; in black, white, navy blue, old rose or lavender. Ostrich Feather Bands & Stick-ups at 59c Each. Bands 30 inches long; heavy stock; in black, blue, green, black and white; combinations; stick-ups in black, white, navy blue, old rose or lavender. ONLY PREPAID MAIL ORDERS FILLED

### Unusually Interesting Bargain News in Wash & White Dress Goods

32-inch Zephyr Gingham—Extra quality, shown in plaids, checks and stripes on light and medium grounds, 9c. 36-in. Pure White Dress Linens—Extra heavy quality, just the kind for your Summer dresses; special, at 22c

Shantung, Plain & Figured Canton Soie and Soisette—A silk and linen fabric, shown in plain colors, dotted and striped effects, in a beautiful range of colors, including black, special, at yard..... 11c

Special Lot of Wash Fabrics—consisting of embroidered Batiste, Dimities, French Voile, plain and striped Madras, values up to 29c; special at, yd..... 15c

10c to 15c Romants 8c Lawns and Prints—shown in stripes and figures or in light or medium browns, at yd..... 5c

India Cottons—Unbleached Muslins, Lawns and Batistes—On light, medium and dark grounds, in stripes and figures; 10 yds. regular, at yd..... 6c

Girls' Pretty White Lawn Confirmation Dresses at \$1

A great bargain surprise awaits you. Come and see them—with embroidered skirt; lace and embroidered low neck yoke; short sleeves with waists (front and back) prettily tucked; sizes 6 to 14 yrs.; on sale Friday..... 1.00

Girls' Allover Embroidered White Confirmation Dresses of Sheer Lawn at 1.98

Some have allover embroidered yoke and flounce, kimono sleeves, finished with lace; also Repp, the embroidered revers, sailor collar, wide belt, button down front; in white, pink, tan or blue; sizes 6 to 14 yrs.; sale price..... 1.98

OSTRICH BANDS AND FANCIES—Black, white and colors—reg. 2.18 and 2.28

DRAPED CHIFFON WAISTS—lace allover or chiffonne foundations—fancy or lace yokes—contrasting touches—value \$3.28 to \$4.00

LACE NECK WAISTS—Jap or shadow net—flirt, Cluny and other laces—special..... 2.10

HANDSOME SILK SHIRTS—Habutais and other fine plain and striped—Kobanette rolling and sailor collar—with and without yokes—Kieswhere \$4.00..... 4.00

LINGERIE WAISTS—Many with purlins—flirt, Cluny and Val. laces—Pt. Venise medallions and crochet motifs..... 1.37

FINE LINGERIE WAISTS—batiste, voile and lawn—hand emb'd effects—handsome lace—with or without purlins—special..... 2.00

LINGERIE WAISTS—Open front—emb'd fronts or combination of lace, tucks and emb'—special..... 1.98

EMBROIDERED VOILE ROBES—Pretty open designs—each contains 1 1/2 yards of flouncing and banding, also ample waist material—reg. \$4.95..... 2.98

FINE BATISTE ROBES—Red Ticks—lots—new rope emb'd in large and small designs—reg. \$1.95..... 2.00

WOMEN'S SILK PETTICOATS—black and colors—new modish flounces—reg. 50c..... 1.00

LITTLE GIRLS' COATS—Red Ticks—lots—4 and 5 year sizes—Mixture, Serge and Shepherd Checks—reg. \$1.50 and \$1.75..... 1.00

WOMEN'S NIGHT DRESSES—Caucasian and satinet—slipper, also open front styles—value \$1.25..... 1.00

WOMEN'S NIGHT DRESSES—Gambrie and satinet—many models—value \$1.00..... 1.00

WOMEN'S PRINCESS SLIPS—Lawn and satinet—round necks—skirt trim'd—lace and emb'd—value \$1.25..... 1.00

WOMEN'S COUTIL CORSETS—medium and long—new modish flounces—reg. \$1.00..... 1.00

EXTRA SIZE CORSETS—batiste—medium long bust—long over abdomen—reg. \$1.00..... 1.00

BABIES' LAWN CAPS AND STRAW HATS—Odds and straws—emb'd turbans, velvet and satin ribbon trim—to 5 yrs.—reg. 50c and 36c..... 1.00

BABIES' SHORT SKIRTS—White Damask—size to 3 yrs.—val. 25c..... 1.00

BABIES' TORK DIAPERS—"Hecand"—val. 15c each..... 1.00

# HEARN

FRIDAY, AS USUAL, BARGAIN DAY

Bargains to Right—Bargains to Left—Bargains All Around

Concessions at which we now buy and the many reductions made result in a multitude of values impossible to itemize in full.

FOR EACH ITEM HERE MENTIONED you can count on finding a dozen others, equally attractive.

No Mail or Telephone Orders for the Following—

WOMEN'S LONG COATS—French and Men's Wear Serge, Worstead, Whitecorda, Diagonals and other weathers—black, navy, tan, green, grey and fad4 stripes—all sizes.....	1.25
FANCY PRINTED MADRAS—Stripes and figures—reg. 19c.....	1.25
LINEN FINISH SUITINGS—Stripes, checks, plaids—variety of colors.....	1.25
BORDERED LAWNS—Superb assortment of designs and colors—can be made in robe or skirt style—value 19c.....	1.25
SILK MIXED FOUARDS—Black, pattern and colors—reg. 19c.....	1.25
NOVELTY DRESS GINGHAMS—checks and plaids—reg. 7c.....	1.25
MERCERIZED FANCIES—Broken assortments of colors, hence, 19c quality.....	1.25
SCOTCH MIXTURES—32 and 34 inch—all wool—grays, tan, 1/2 hankelocker weaves, also wide and narrow stripes—worth 30 and 35.....	1.25
FRENCH SERGES, BATISTES, NUN'S VEILING AND HENRIETTA—42 and 44-inch—all wool—assortments of colors—were 39c.....	1.25
ALL WOOL CHALLENGE—Bordered and figured—majority light.....	1.25
36-INCH CREAM SERGES—all wool—worth 30.....	1.25
36-INCH VIOGREAU SUITINGS—all wool—summer weights—Faina and hairline stripes, also check effects—reg. 35.....	1.25
3-INCH SILK FOUARDS—Cotton side—gray and black with white dots and figures—were 35.....	1.25
SILK FOUARDS AND SHANTUNG—32 and 34 inch—navy, tan and black—were 35.....	1.25
BORDERED TAFFETAS—Cotton side—36 and 42 inch—were 35 to 45.....	1.25
36-INCH BLACK SILKS—Satin, Pique, Mouseline and Taffetas—42 ct. quality.....	1.25
ENGLISH LONG CLOTH—Cotton finish—36 inch—12 yd. pc.—value 25c.....	1.25
White Checked DIMITIES—value 31c.....	1.25
40-INCH INDIA LINONS—value 31c.....	1.25
H. S. TABLE SETS—pure linen—fully bleached—our own importation from Scotland—cloth and damask—each reg. \$1.50.....	1.25
MILLINERY RIBBONS—Stripes, plain colors, flounces and Dressings—reg. 25 and 30.....	1.25
EXTRA WIDTH RIBBONS—Molra, satine, tafetas and Dressings—all colors, white and black—worth 35.....	1.25
RIBBON REMNANTS—All styles, lengths and colors.....	1.25
IMP'D LACE YOKES—Cotton side—white and ecru—reg. 45.....	1.25
COLLARS—Sailor, round and Conty—also dress top—various imported laces—medium value.....	1.25
H. S. CHIFFON MOTOR VEHICLES—black, white and colors—reg. \$1.50.....	1.25
VAL LACES—12 yd. pc.—Edgings and inserts—value 45.....	1.25
FANCY LACES—2 1/2 to 5 inch—reg. 35.....	1.25
SHADOW LACE NETS—White and Ecru—reg. 25 and 30.....	1.25
"Red Ticks" Lot of NOVELTY FRINGES, trim, bandings, braids and bows—val. 25c.....	1.25
WOMEN'S KID GLOVES—2 clip—black, white and colors—reg. 30.....	1.25
FITTED TO PETTICOATS—black and colors—new modish flounces—reg. 50c.....	1.25
LITTLE GIRLS' COATS—"Red Ticks"—lots—4 and 5 year sizes—Mixture, Serge and Shepherd Checks—reg. \$1.50 and \$1.75.....	1.25
WOMEN'S NIGHT DRESSES—Caucasian and satinet—slipper, also open front styles—value \$1.25.....	1.25
WOMEN'S NIGHT DRESSES—Gambrie and satinet—many models—value \$1.00.....	1.25
WOMEN'S PRINCESS SLIPS—Lawn and satinet—round necks—skirt trim'd—lace and emb'd—value \$1.25.....	1.25
WOMEN'S COUTIL CORSETS—medium and long—new modish flounces—reg. \$1.00.....	1.25
EXTRA SIZE CORSETS—batiste—medium long bust—long over abdomen—reg. \$1.00.....	1.25
BABIES' LAWN CAPS AND STRAW HATS—Odds and straws—emb'd turbans, velvet and satin ribbon trim—to 5 yrs.—reg. 50c and 36c.....	1.25
BABIES' SHORT SKIRTS—White Damask—size to 3 yrs.—val. 25c.....	1.25
BABIES' TORK DIAPERS—"Hecand"—val. 15c each.....	1.25
FINE BLEACHED MUSLINS—36-inch—val. 15c.....	1.25
SHIRTINGS—standard quality—42 in.—val. 17c.....	1.25
42 in.—val. 18c.....	1.25
44 in.—val. 19c.....	1.25
46 in.—val. 20c.....	1.25
48 in.—val. 21c.....	1.25
50 in.—val. 22c.....	1.25
52 in.—val. 23c.....	1.25
54 in.—val. 24c.....	1.25
56 in.—val. 25c.....	1.25
58 in.—val. 26c.....	1.25
60 in.—val. 27c.....	1.25
62 in.—val. 28c.....	1.25
64 in.—val. 29c.....	1.25
66 in.—val. 30c.....	1.25
68 in.—val. 31c.....	1.25
70 in.—val. 32c.....	1.25
72 in.—val. 33c.....	1.25
74 in.—val. 34c.....	1.25
76 in.—val. 35c.....	1.25
78 in.—val. 36c.....	1.25
80 in.—val. 37c.....	1.25
82 in.—val. 38c.....	1.25
84 in.—val. 39c.....	1.25
86 in.—val. 40c.....	1.25
88 in.—val. 41c.....	1.25
90 in.—val. 42c.....	1.25
92 in.—val. 43c.....	1.25
94 in.—val. 44c.....	1.25
96 in.—val. 45c.....	1.25
98 in.—val. 46c.....	1.25
100 in.—val. 47c.....	1.25
102 in.—val. 48c.....	1.25
104 in.—val. 49c.....	1.25
106 in.—val. 50c.....	1.25
108 in.—val. 51c.....	1.25
110 in.—val. 52c.....	1.25
112 in.—val. 53c.....	1.25
114 in.—val. 54c.....	1.25
116 in.—val. 55c.....	1.25
118 in.—val. 56c.....	1.25
120 in.—val. 57c.....	1.25
122 in.—val. 58c.....	1.25
124 in.—val. 59c.....	1.25
126 in.—val. 60c.....	1.25
128 in.—val. 61c.....	1.25
130 in.—val. 62c.....	1.25
132 in.—val. 63c.....	1.25
134 in.—val. 64c.....	1.25
136 in.—val. 65c.....	1.25
138 in.—val. 66c.....	1.25
140 in.—val. 67c.....	1.25
142 in.—val. 68c.....	1.25
144 in.—val. 69c.....	1.25
146 in.—val. 70c.....	1.25
148 in.—val. 71c.....	1.25
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152 in.—val. 73c.....	1.25
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176 in.—val. 85c.....	1.25
178 in.—val. 86c.....	1.25
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198 in.—val. 96c.....	1.25
200 in.—val. 97c.....	1.25
202 in.—val. 98c.....	1.25
204 in.—val. 99c.....	1.25
206 in.—val. 1.00.....	1.25
208 in.—val. 1.01c.....	1.25
210 in.—val. 1.02c.....	1.25
212 in.—val. 1.03c.....	1.25
214 in.—val. 1.04c.....	1.25
216 in.—val. 1.05c.....	1.25
218 in.—val. 1.06c.....	1.25
220 in.—val. 1.07c.....	1.25
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250 in.—val. 1.22c.....	1.25
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254 in.—val. 1.24c.....	1.25
256 in.—val. 1.25c.....	1.25
258 in.—val. 1.26c.....	1.25
260 in.—val. 1.27c.....	1.25
262 in.—val. 1.28c.....	1.25
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266 in.—val. 1.30c.....	1.25
268 in.—val. 1.31c.....	1.25
270 in.—val. 1.32c.....	1.25
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302 in.—val. 1.48c.....	1.25
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306 in.—val. 1.50c.....	1.25
308 in.—val. 1.51c.....	1.25
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320 in.—val. 1.57c.....	1.25
322 in.—val. 1.58c.....	1.25
324 in.—val. 1.59c.....	1.25
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328 in.—val. 1.61c.....	1.25
330 in.—val. 1.62c.....	1.25
332 in.—val. 1.63c.....	1.25
334 in.—val. 1.64c.....	1.25
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338 in.—val. 1.66c.....	1.25
340 in.—val. 1.67c.....	1.25
342 in.—val. 1.68c.....	1.25
344 in.—val. 1.69c.....	1.25
346 in.—val. 1.70c.....	1.25
348 in.—val. 1.71c.....	1.25
350 in.—val. 1.72c.....	1.25
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370 in.—val. 1.82c.....	1.25
372 in.—val. 1.83c.....	1.25
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396 in.—val. 1.95c.....	1.25
398 in.—val. 1.96c.....	1.25
400 in.—val. 1.97c.....	1.25
402 in.—val. 1.98c.....	1.25
404 in.—val. 1.99c.....	